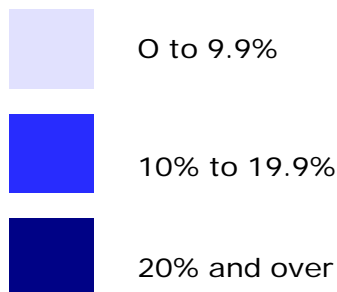
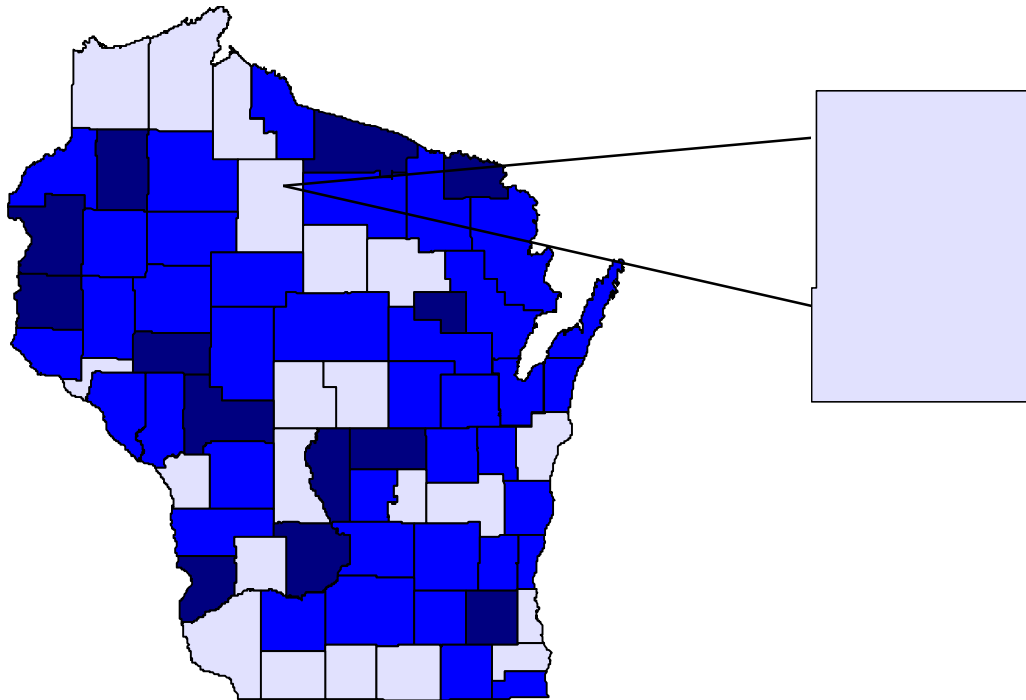


# Price County Workforce Profile

Job Growth 1994 to 1999



**Wisconsin Department of Workforce Development  
Division of Workforce Solutions  
Bureau of Workforce Information  
October 2001**



State of Wisconsin  
Department of Workforce Development

## Introduction

The County Workforce Profile has been developed by the Wisconsin Department of Workforce Development's (DWD) Bureau of Workforce Information (BWI) to provide a broad overview of Price County's labor market. The data included in this fourth year of publication is for 1999 to maintain consistency with the previous publications and to provide the user with a single year of reference in order to draw comparisons and form a picture of related labor force and employment information.

A variety of economic and demographic labor market information have been provided to describe the current labor market conditions in the counties and regions of Wisconsin. That information includes 1999 data on population, labor force, industries, employment, wages and income. The narrative describes how local conditions have changed over one-year and five-year intervals. Although population information is available from the 2000 census, it is not included in this publication since the period of time selected for all data sets is 1999. For more recent releases of information please consult the Wisconsin Department of Workforce Development Labor Market Information website: <http://www.dwd.state.wi.us/lmi>.

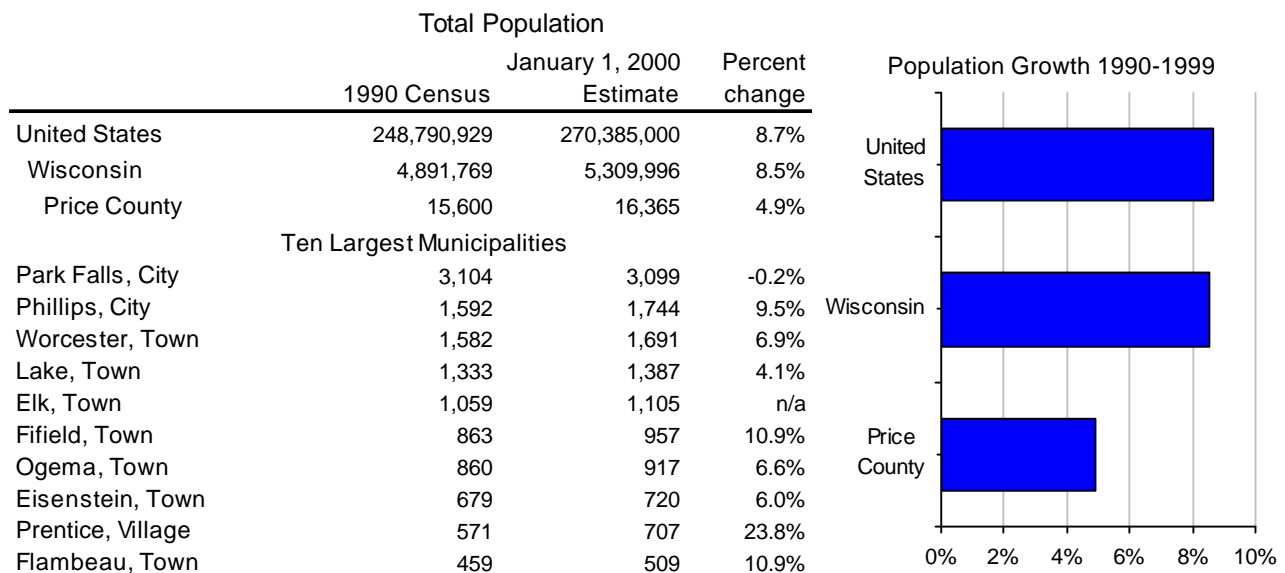
For more detailed information or clarification, please contact your local labor market analyst, Beverly Gehrke, by telephone (715-634-5289) or email ([gehrkb@dwd.state.wi.us](mailto:gehrkb@dwd.state.wi.us)).

DWD is an equal opportunity service provider. If you need assistance to access services or material in an alternate format, please contact the analyst listed above.

## Price County Population and Civilian Labor Force

The total population in Price County grew 4.9 percent from 1990 to January 2000, less than both state and national expansion. The largest numeric increase in population was in the City of Phillips and the second largest was in the Village of Prentice. Together, they accounted for over two-thirds of the increase in county population since 1990. The increase in county population was entirely from migration with over 1,050 people moving to the county. The net migration rate of 6.8 percent exceeded the state rate of 3.7 percent.

Of the 16,365 residents living in the county at the end of 1999, 12,740 (78%) were 16 years and older. Since 1990, this population segment increased 807, while the segment aged 15 years and under declined by 42, resulting in a net county population increase of 765.



Source: WI Dept. of Admin., Demographic Services Center, *Official Population Estimates*, January 1, 2000

The segment of the population 16 years and older is important because the U.S. Bureau of Labor Statistics use the age of 16 as the demarcation point for entrants into the potential labor force. The labor force, by definition, includes those who are either working or looking for work, but does not include individuals who have made a choice to not work: retirees, homemakers, and students; nor does it include institutional residents, military personnel, or discouraged job seekers.

Labor force participation increases and contracts with changes in labor market conditions. For example, each spring the Price County labor force expands as seasonal workers enter the labor market either to begin a job or to start looking for work.



Source: Estimated from WI Dept of Administration population estimates, Jan 2000, US Census Bureau, and Local Area Unemployment Statistics

The number of residents aged 16 years and over who are in the labor market determines the labor force participation rate. In 1999, the non-institutional population 16 years and over was 12,498. Of those, nearly 7,000 were actively participating in the labor force and the labor force participation rate was 55.8 percent. That is significantly lower than in 1990, and is well below both the state and national participation rates of 72.3 and 67.1 percent, respectively. *(The 1999 participation rate used population estimates based on 1990 census data, estimates that are much higher than the count revealed by the 2000 census. One factor in the over-estimation in population, that is included in the labor force estimate, is the number of residents who left the area following the large reduction in jobs from 1997 to 1999. Labor force participation would be higher if the non-institutional population estimate were lower.)*

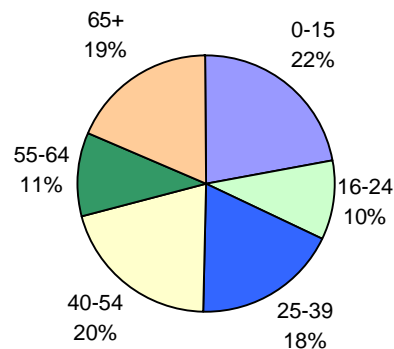
Labor force participation changes as younger residents age and interest in working and holding a job increases. Teenagers are less likely to participate in the labor force because they are in school. Residents between the ages of 25-54 share the most incentives to work and have the highest participation rates. At 55, however, workers begin to withdraw from the labor market and, by 65, most workers have retired.

This is particularly ominous in Price County since one-fifth of the population is over 65 years old. In fact, by 1999 roughly 37 percent of the labor force age population (16 years and older) was over 55 years old, compared with only 28 percent statewide. This segment of the population is projected to increase to over 40 percent by 2010. Participation drops to less than 50 percent for 55-64 year olds, and to less than 10 percent for those over 65 years old.

Price County Labor Force Age Population Distribution

Age Group	Population 1990 Census	Population 1999 Estimate	Percent change
0-15	3,668	3,626	-1.2%
16-24	1,547	1,632	5.5%
25-39	3,293	2,982	-9.4%
40-54	2,464	3,346	35.8%
55-64	1,601	1,721	7.5%
65+	3,027	3,059	1.1%

Source: Estimated from WI Dept of Admin, Demographic Services Center, Official Population Projections 1990-2020 and US Census Bureau



Price County Civilian Labor Force Data

	1994	1995	1996	1997	1998	1999
Labor Force	7,600	7,800	7,900	7,700	7,600	7,000
Employed	7,000	7,400	7,400	7,300	7,100	6,500
Unemployed	560	420	490	400	490	480
Unemployment Rate	7.4%	5.4%	6.2%	5.2%	6.5%	6.8%

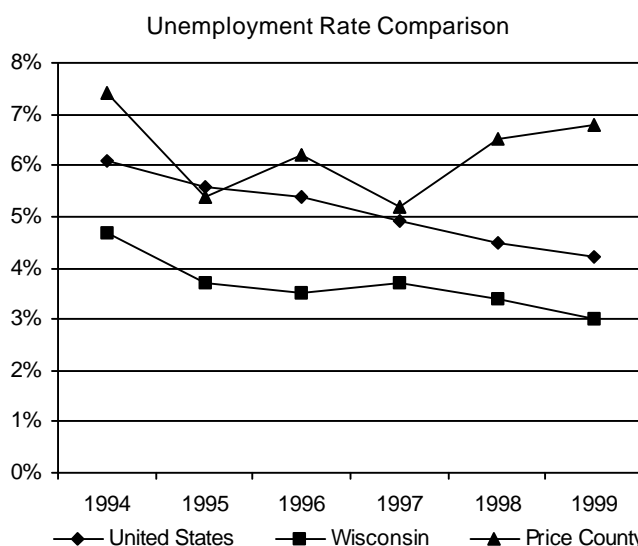
Source: WI DWD, Bureau of Workforce Information, Local Area Unemployment Statistics

The unemployment rate differs from the percent of the labor force age population not working. The unemployment rate is a percent of labor force participants (55.8% of the labor force age population in Price County) who are unemployed and actively looking for work. The number of unemployed in the county includes not only those who are receiving unemployment benefits, but also any resident who actively looked for a job and did not find it.

Out of a total labor force in Price County in 1999 of 7,000, 6.8 percent were unemployed. This is higher than both the state and national unemployment rates of 3.0 and 4.2 percent, respectively, in 1999.

As mentioned previously the number of residents employed in 1999 reflects the loss of jobs with local employers and is less than in any of the previous five years. Some of those reductions occurred through early retirement resulting in not only a loss of jobs but also a decline in labor force participation. The labor force also declined as workers moved out of the county to find jobs.

The number of employed in Price County includes not only residents who work for em-



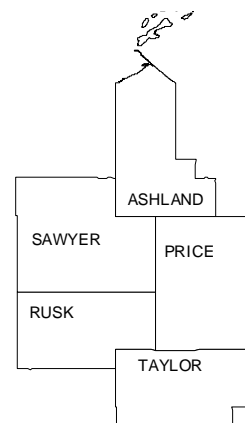
Source: WIDWD, Bureau of Workforce Information, Local Area Unemployment Statistics

ployers located both in and beyond the county boundaries but also all self-employed residents and proprietors. Roughly 22 percent of the number of employed in Price County are either farm or nonfarm proprietors. Since 1994, total employed decline by 500 while the number of proprietors increased 310.

## Price County Commuting Patterns

	Commute To	Commute From	Net Commute
Ashland County	69	407	338
Rusk County	150	42	-108
Sawyer County	36	62	26
Taylor County	148	87	-61
Elsewhere	262	104	-158
Total	712	753	41
Commute within County	5,911		

Source: WI DWD, Bureau of Workforce Information. *Wisconsin's Commuting Patterns*, 1994.

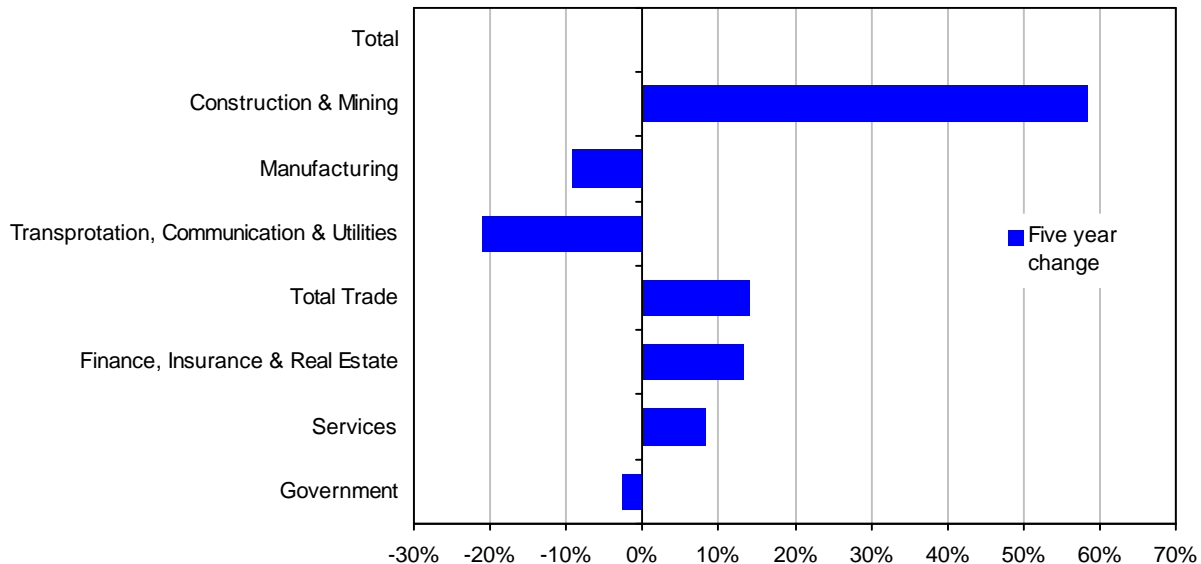


Note: Information on commuting patterns of workers is available only from decennial census data. Since 1990 the number of workers has increased and so has travel on area highways. Until the 2000 census is released, however, the only data we have remains from 1990.

The county labor force includes all employed and unemployed residents who live in the county, even though they may travel out of the county to work. Price County is one of the few counties in Northwest Wisconsin where more workers enter the county from neighboring communities than leave to work elsewhere. Of the 750 who entered the county for work, over half were residents of Ashland County.

Most travelers, both those living in the county and those commuting into it, work in the either the City of Park Falls or Phillips. These two cities attract over 60 percent of workers who work for some of the county's largest employers. The most traveled to destination is just across the county line in Rusk County.

## Price County Employment Change by Industry 1994 to 1999



	1994	1995	1996	1997	1998	1999	Percent change	
<b>Total</b>	6,508	6,880	6,850	6,816	6,785	6,508	-4.1%	0.0%
<b>Goods Producing</b>	2,923	3,171	3,134	3,132	3,043	2,725	-10.4%	-6.8%
Construction & Mining	101	120	129	138	146	160	10.0%	58.5%
Manufacturing	2,822	3,051	3,005	2,994	2,897	2,564	-11.5%	-9.1%
Durable	1,920	2,159	2,121	2,112	2,031	1,681	-17.2%	-12.4%
Nondurable	902	892	884	882	865	883	2.0%	-2.1%
<b>Service Producing</b>	3,584	3,709	3,716	3,684	3,742	3,783	1.1%	5.6%
Transportation, Communications & Utilities	178	171	156	148	142	140	-1.3%	-21.0%
Total Trade	1,060	1,123	1,135	1,142	1,137	1,208	6.2%	14.0%
Wholesale	161	186	202	183	150	183	21.6%	13.8%
Retail	899	937	933	959	987	1,026	3.9%	14.0%
Finance, Insurance, and Real Estate	168	175	181	186	190	191	0.3%	13.4%
Services & Misc.	1,130	1,179	1,202	1,169	1,232	1,223	-0.7%	8.3%
Total Government	1,049	1,061	1,042	1,040	1,041	1,021	-1.9%	-2.7%

Source: WIDWD, Bureau of Workforce Information, Nonfarm Wage & Salary estimates.

Note: Nonfarm wage and salary employment measures the number of jobs within a county excluding family farming, military, and proprietors. This data, often referred to as 'place of work' data, indicates the number of jobs at the work site without consideration of where the jobholder lives.

To say that Price County nonfarm wage and salary employment lagged state growth at both the one- and five-year intervals is an understatement. While some Price County employers did add jobs in both the one- and five-year periods, there was no overall gain since 1994 and, since 1998, the county lost another 260 jobs. In 1994, manufacturing employment comprised 43 percent of all jobs in the county, nearly double the 23 percent share statewide. By 1999, the share of manufacturing jobs in the county dropped to 38 percent. Even though production lay offs began in early 1998, the full effect of those reductions wasn't apparent until 1999. Durable goods manufacturers, primarily those who produce industrial equipment, eliminated over 400 jobs in 1998. Additional reductions occurred in 1999. In spite of these reductions, industrial equipment production is still the largest employing industry in the county.

Compensating somewhat for manufacturing losses were increases from employers in the service producing sector. Service producing employers added 200 jobs from 1994 to 1999, 120 jobs were in retail trade and 90 were in services.

# Price County's Largest Industries and Employers

## Top 10 Industry Groups

Industry Group	March 2000		Numerical Change	
	Employers	Employment	1 Year	5 Years
Industrial Machinery And Equipment	10	839	-33	-353
Health Services	15	652	-5	-24
Educational Services	4	495	0	9
Lumber And Wood Products	24	446	-13	8
Paper And Allied Products	*	*	*	*
Rubber And Misc. Plastics Products	*	*	*	*
Food Stores	7	273	59	88
Eating And Drinking Places	26	235	-2	12
Automotive Dealers & Service Stations	18	177	-21	-32
Social Services	11	177	12	-1

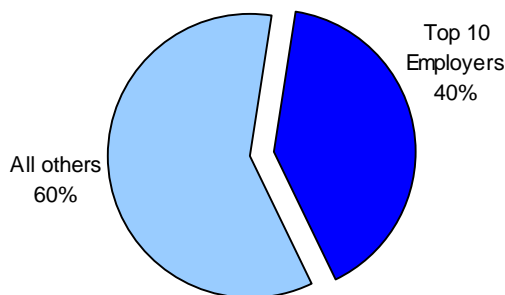
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## Top 10 Employers

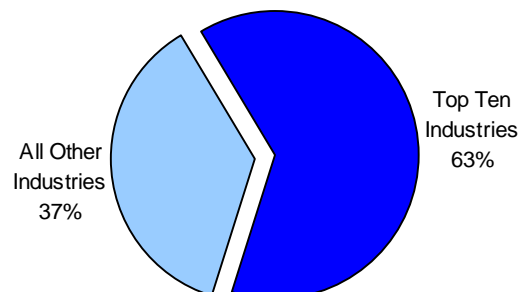
Company	Product or Service	Size
Fraser Papers Inc	Paper products: sheet paper	250-499
Phillips Plastics Corp	Plastic products: injection molding	250-499
Marquip Inc	Industrial equipment: feeders & slicers	250-499
Blount Inc	Industrial equipment: loaders & cranes	250-499
School District of Phillips	Education	100-249
Flambeau Hospital Inc	Health care services: hospital	100-249
County of Price	Executive and general government	100-249
Park Manor Ltd	Health care services: nursing care	100-249
Park Falls Public School	Education	100-249
Pleasant View Nursing Home	Health care services: nursing care	100-249

Source: WI DWD, Bureau of Workforce Information Bureau, ES-202 file tape, 1st quarter 1999 and LMI benchmark 2000.

Top 10 Employers Share of Nonfarm Employment



Top 10 Industry Groups Share of Nonfarm Employment

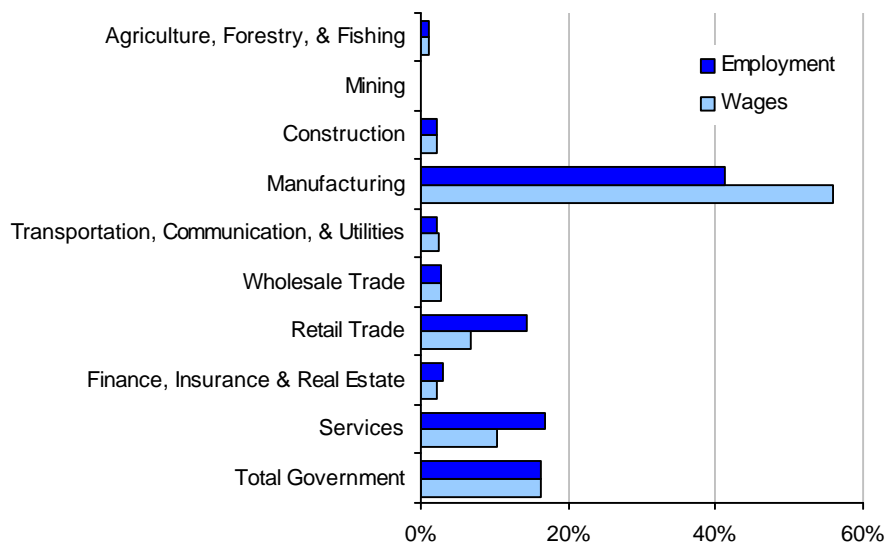


The strength of manufacturing employment in Price County is apparent on these lists. Out of 486 employers in the county, 65 are manufacturers and four are the largest in the county. Four of the top ten industry groups are also part of the manufacturing industry division: industrial equipment, lumber and wood, paper, and rubber and plastics products. All but lumber and wood products are represented on the list of the county's largest employers. And in spite of a reduction of nearly 400 jobs in late 1998 and early 1999, industrial equipment manufacturing remains at the top of the list. The third largest industry group, education services, includes both public and private institutions and employment is most often included with the larger government sector since most schools are funded by local taxes. Employment with private education facilities is included in the services industry division. The services industry division is also represented by health care and social services. The largest employer list includes representation from education and health care, but not social services. The retail trade division, represented by three industry groups: eating and drinking places, food stores, and automotive dealers and service stations, has no representation on the largest employers list. Most retail trade employers are small, but together they employ many workers.

## Price County Employment and Wages 1999

	Annual Average Wage	State Average Wage	Percent of State Average	Percent change 1 year	Percent change 5 year	Number of Workers
All Industries	\$24,230	\$29,609	81.8%	0.2%	16.0%	6,413
Agriculture, Forestry, & Fishing	\$24,170	\$21,499	112.4%	6.4%	14.8%	74
Mining	*	\$39,968	*	*	*	*
Construction	\$23,816	\$36,772	64.8%	-10.6%	26.2%	138
Manufacturing	\$32,756	\$37,773	86.7%	1.7%	18.6%	2,653
Transportation, Communications, & Utilities	\$27,098	\$34,523	78.5%	4.2%	16.6%	139
Wholesale Trade	\$23,779	\$38,048	62.5%	7.2%	16.5%	175
Retail Trade	\$11,635	\$15,066	77.2%	6.7%	17.5%	915
Finance, Insurance, & Real estate	\$17,836	\$37,911	47.0%	-4.5%	8.2%	191
Services	\$14,899	\$26,041	57.2%	0.5%	8.1%	1,086
Total Government	\$24,244	\$32,017	75.7%	4.9%	25.4%	1,037

Total Employment and Wage Distribution by Industry Division



Source: WIDWD, Bureau of Workforce Information, *Employment, Wages and Taxes Due covered by Wisconsin's U.C. Law, Tables 209-211.*

Note – The data from Employment and Wages Covered by Wisconsin's Unemployment Insurance Law differs from employment data in the nonfarm wage and salary estimates because: 1) multi-location employers report all workers and wages at a single site, i.e.. retail franchises; 2) not all employers are covered by the unemployment insurance law and therefore are not included in this data, i.e.. railroads, parochial schools.

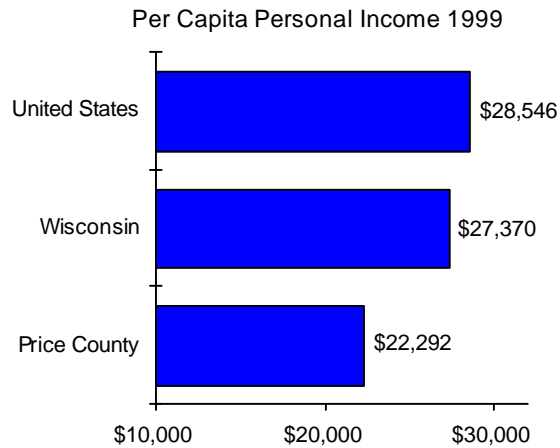
There is no doubt that the significance of manufacturing employment has not diminished in Price County but the county still has one of the highest ratios of manufacturing employment in the state. Even though total payroll from manufacturing employers fell from over \$95 million in 1998 to \$86,902,390 in 1999, it was still more than three times the next highest payroll of \$25,140,729 from government. Although production workers earned the highest annual average wage in the county, it is only 86 percent of the average wage received by other production workers statewide.

Even though government had the second highest payroll, the services industries had more workers. The total payroll for services industry workers was \$16,180,549. Overall, total payroll from all industries in the county was \$155,387,527, which resulted in an annual average wage that was roughly 82 percent of the state annual average wage. This is much lower than the ratio in any of the previous five years.

Overall annual wages increased less than one percent in 1999, although some industries did keep pace with other workers in the state. Wholesale and retail trade wages increased faster than did the wages for comparable work in the state, as did wages for workers in agriculture, forestry and fishing. In spite of the increases, wages in wholesale and retail trade remain well below similar wages in the state. The greatest disparity is for workers in finance, insurance and real estate where wages in Price County are only 47 percent of those for workers in the same industry statewide. One of the reasons for the disparity is that there are no corporate offices in this industry in the county and many of the workers are part time.



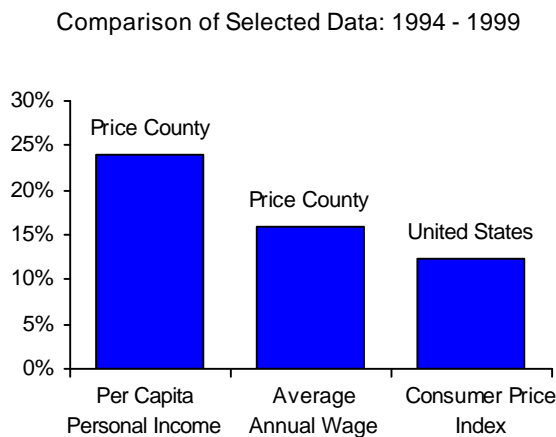
## Price County Wage and Income Data



The per capita personal income (PCPI) includes total income from wages and self-employment, assets (dividends, interest, rent), and transfer payments (social security, insurance, welfare) divided by total population. In 1999, the PCPI in Price County was 81 percent of the state's, and was lower than 35 other Wisconsin counties.

The PCPI in Price County, which increased 24 percent in the last five years, lagged both the state and nation during the five-year period. Annual increases in the PCPI also lagged both national and state increases in four of the last five years.

Growth in the county PCPI outpaced the increases in consumer prices and annual average wages. Net earnings are 57 percent of total personal income and include not only wages of residents, but also self-employment and proprietor's income. Net earnings rose 16 percent from 1994 to 1999, the same as the increase in annual wages. Income from assets, which comprised 20 percent of total personal income (TPI) in 1994, increased 41 percent during the five-year period and now comprises 24 percent of TPI. Income from transfer payments rose 21 percent during the five-year interval and comprises 20 percent of TPI. Statewide, income from transfer payments is only 12 percent of TPI and rose 19 percent.



### Per Capita Personal Income

							Percent Change	
	1994	1995	1996	1997	1998	1999	1 year	5 year
United States	\$22,581	\$23,562	\$24,651	\$25,874	\$27,321	\$28,546	4.5%	26.4%
Wisconsin	\$21,699	\$22,573	\$23,554	\$24,791	\$26,227	\$27,370	4.4%	26.1%
Price County	\$17,978	\$18,693	\$19,368	\$20,873	\$21,720	\$22,292	2.6%	24.0%

Source: U.S. Dept. of Commerce, Bureau of Economic Analysis, Regional Economic Information System.

### Selected Occupational Wage Data

	Mean	Median
Accountant	\$ 17.18	\$ 15.57
Assembler and fabricator	10.50	10.82
Bookkeeper/account clerk	10.37	10.06
Cashier-checker	6.72	6.40
Extruding/forming mach.op/tender	8.28	8.32
Helper, production	10.09	9.80
Industrial production manager	22.31	20.63
Inspector/tester, production	11.86	11.33
Janitor/Cleaner	8.70	8.24
Machine feeder/offbearer	8.78	8.63
Maintenance repairer, general	12.43	11.97
Nurse aide	8.74	8.41
Office clerk, general	9.41	9.25
Retail salesperson	8.40	7.09
Truck driver, heavy and OTR	14.47	13.39

Source: DWD, Bureau of Workforce Information 1999 OES wage survey for Balance-of-State (non-MSA) counties.

The wages for the selected occupations in this table were reported by employers in non-metropolitan counties in the state who responded to the Occupational Employment Statistics (OES) survey. Employers from all Wisconsin counties participated in the survey but published data was limited to MSAs and a grouping of 'balance-of-state' (BOS) counties. For comparison, the annual average wage of workers in Price County was 98 percent of that for workers in all BOS counties. However, that varies by industry from 103 percent in the manufacturing division to 69 percent in finance, insurance and real estate.

Wages play a critical role in the economy as both workers and employers try to capitalize their worth. The labor shortage has placed additional pressure on wages and those occupations with a mean (average) and median (mid-point) wage relatively close reflect that. Mean wages include both very low and high wages, but as the labor market tightens employers offering low wages migrate closer to the mid-point.